

Market Range Detail - Media Specialist

Effective Date

October 8, 2007

Market Range Title Description

Positions in this market range title are responsible for performing technical work in the production of video and audio presentations and/or graphic design. Positions primarily responsible for video / audio production are typically tasked with setting-up and operating cameras, lighting and audio equipment, duplicating and distributing video and audio tapes in various formats, and encoding video programming for web broadcasting. Positions primarily responsible for graphic design are typically tasked with preparing computer generated and freehand artwork, graphics, lettering, photography, publication design; desktop publishing/digital typesetting services; editing images using various graphics software including digital cameras and scanners; designing and preparing forms, covers, reports, brochures, special maps, displays, newsletters, logos, signage and other business materials for public relations purposes. Incumbents are also involved with designing and updating internet web pages; ordering materials and managing inventory of equipment; researching and making recommendations regarding the purchase of new software, equipment, story lines, layout, and/or production processes; working cooperatively to create and monitor policies and procedures; conferring with clients to determine needs.

Market Range

Minimum Hourly Rate

\$19.14

Midpoint / Hiring Maximum

\$23.71

Maximum Hourly Rate

\$28.27

Likely Minimum Qualifications

- Bachelor's degree in graphic design, communications, broadcasting, television/radio/film or a related field
- 1 year of related experience
- Other combinations of education and/or experience may be considered in substitution for the minimum qualifications

Working Titles

- Forensic Exhibits Specialist
- Graphics Designer
- Media Specialist
- Video Production Specialist

Glossary:

Market Range Title: Broad grouping of related positions with like job responsibilities and qualifications. Market Range Titles typically include positions ranging from entry level to senior/lead level unless indicated otherwise.

Effective date: The date the salary range was implemented for use.

Market Range Title Description: Broad description of sample job duties and responsibilities of positions included in the Market Range Title. Each position included in a Market Range Title also has a job description that is specific to the department. Departments are responsible for writing and maintaining job descriptions for positions in their department. Employee Compensation is responsible for writing and maintaining Market Range Title Descriptions.

Likely Minimum Qualifications: Typical minimum qualifications for positions assigned to the Market Range Title. Because a broad group of jobs in different departments are included in a Market Range Title, minimum and preferred qualifications may vary slightly depending on the area of assignment.

Market Range: The minimum, midpoint, and maximum salary points for all positions included in the Market Range Title.

Hiring Range: The hiring range for all positions is ordinarily the minimum of the market range to the midpoint. The use of a different hiring range must be approved by Employee Compensation. Departments should use a hiring range that is within their funding capabilities and are required to comply with the County's Funded Position Policy ensuring that applicants are extended a rate that is supported by the department's budget.

Working Title: The specific title used by a department to identify a position within their organizational structure. Use of working titles is flexible and aimed to assist departments in identifying the unique functions and responsibilities of each position and is representative of the assigned Market Range Title. Ordinarily, supervisory and/or managerial titles should not be used for positions not assigned to a supervisory and/or manager Market Range Title.